

Abstract

This diploma thesis Political parties and public opinion polls deals with the use of research in political party. From a theoretical point of view, the thesis focuses on defining the concept of public opinion, its influence on political tradition, and the importance of public opinion polls and their criticism. The main part of the thesis focuses on political communication introducing the use of methods and tools of political marketing, namely utilizing public opinion polls. It describes a change in political communication that has led to professionalization and the need to hire professionals from outside sources, and the role of media, which is often the only source of information for citizens. It explains the difference between particular mediated public opinion polls and focuses on their medial impact on voters. The research section have a form of a case study which focuses on how the public opinion polling is used to develop the electoral strategy in the political party TOP 09 before the elections to the regional councils in 2016. The result of the analysis shows that this political party is highly professionalized, continues to develop its electoral strategy based on research results, and follows recommendations of research agencies, using modern political marketing methods.